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**STRAUB & POKOTYLO**788 Shrewsbury Ave.  
Tinton Falls, NJ 07724Telephone: 732-936-1400  
Facsimile: 732-936-1401  
Internet site: www.sp-ip.comTo: U.S. Patent and Trademark OfficeFacsimile No.: (571) 273-8300From: Leonard P. Linardakis, Esq.Date: May 24, 2010Number of Pages Including Cover: 25MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.);
- 3) Request for a Three (3) Month Extension of Time (2 pgs.);
- 4) Request for Continued Examination ("RCE") (1 pg.); and
- 5) Amendment (19 pgs.).

Attorney Docket No.: Google-33/APP (GP-086-00-US)

Appl. No.: 10/749,110

Applicants: Chad LESTER, et al.

Filed: December 29, 2003

Title: ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL

TC/A.U.: 2446

Examiner: Willow W. Noonan

CERTIFICATE OF FACSIMILE TRANSMISSION

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Leonard P. Linardakis

Type or print name of person signing certification

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002/025

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Modified PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0651-0021

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL  
FORM

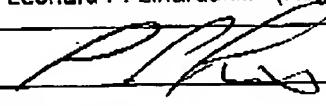
(to be used for all correspondence after initial filing)

		Application Number	10/749,110
		Filing Date	December 29, 2003
		First Named Inventor	Chad LESTER
		Group Art Unit	2446
		Examiner Name	Willow W. Noonan
Total Number of Pages in This Submission		Attorney Docket Number	Google-33/APP (GP-086-00-US)

## ENCLOSURES (check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached  <input checked="" type="checkbox"/> Amendment / Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s)  <input checked="" type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD. Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):  - Request for Continued Examination ("RCE")
Remarks		

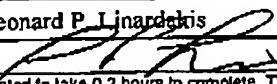
## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Leonard P. Linardakis (Reg. No. 60,441)
Signature	
Date	May 24, 2010

## CERTIFICATE OF FACSIMILE

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MAY 24 2010

Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0851-0032

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# FEE TRANSMITTAL for FY 2008

Effective 09/30/2007. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 1,920.00)

Complete if Known

Application Number	10/749,110
Filing Date	December 29, 2003
First Named Inventor	Chad LESTER
Examiner Name	Willow W. Noonan
Art Unit	2446
Attorney Docket No.	Google-33/APP (GP-086-00-US)

## METHOD OF PAYMENT (check all that apply)

 Check  Credit card  Money Order  Other  None
 Deposit Account:

Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

 Change any underpayment of fee(s) indicated below  Credit any overpayments indicated below
   
 Change any additional fee(s) due in connection with the filing submitted herewith
   
 Change fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

Large Entity	Small Entity	Fee Description	Fee Paid
		Surcharge - late filing fee or oath	
1051 130	2051 65	Surcharge - late provisional filing fee or cover sheet	
1052 50	2052 25	Non-English specification	
1053 130	1053 130	For filing a request for ex part reexamination	
1812 2,520	1812 2,520	Requesting publication of SIR prior to Examiner action	
1804 920*	1804 920*	Requesting publication of SIR after Examiner action	
1805 1,840*	1805 1,840*	Extension for reply within first month	
1251 130	2251 65	Extension for reply within second month	
1252 490	2252 245	Extension for reply within third month	1,110.00
1253 1,110	2253 555	Extension for reply within fourth month	
1254 1,730	2254 865	Extension for reply within fifth month	
1255 2,350	2255 1,175	Notice of Appeal	
1401 540	2401 270	Filing a brief in support of an appeal	
1402 540	2402 270	Request for oral hearing	
1403 1,080	2403 540	Petition to institute a public use proceeding	
1451 1,510	1451 1,510	Petition to revive - unavoidable	
1452 540	2452 270	Petition to revive - unintentional	
1453 1,620	2453 810	Utility issue fee (or reissue)	
1501 1,510	2501 755	Petitions to the Commissioner - check fee sheet	
1502 860	2502 430	Design issue fee	
1503 1,190	2503 595	Plant issue fee	
Total Claims	-20** =	X =	
Independent Claims	- 3** =	X =	
Multiple Dependent			
Large Entity	Small Entity	Fee Description	
Fee Code (\$)	Fee Code (\$)		
1202 52	2202 26	Claims in excess of 20	
1201 220	2201 110	Independent claims in excess of 3	
1203 390	2203 195	Multiple dependent claim. If not paid	
1204 220	2204 110	**Reissue independent claims over original patent	
1205 52	2205 26	**Reissue claims in excess of 20 and over original patent	
SUBTOTAL (2)	(\$ 0.00)		
* or number previously paid, if greater. For Reissues, see above			
Other fee (specify)			
- Reduced by Basic Filing Fee Paid		SUBTOTAL (3)	(\$ 1,920.00)

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature	<i>John C. Pokotylo</i>			Date	May 24, 2010

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This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.